

CITIZENS OF TORRANCE

ATTENTION

... It's a fact that discipline in the army is anything but a joke ... We all find time for the enjoyment of the pleasures of life .. and yet there comes a time when we must pause .. take inventory as it were .. of ourselves and our businesses .. so let us assume we are privates in the army with ambitions to rise higher in the ranks now

SHOULDER ARMS

... And prepare for this great succession of years that are immediately ahead ... and which are just beginning to blossom out for those who are ready ... it is a matter of responding to the call.

ABOUT FACE

... And with a smile of confidence begin to build ... the nation ... the state ... and last but not most important of all .. your city .. TORRANCE .. hasn't any room for "Bootleggers of Gloom" or pessimism. It is a simple case of all get together ... merchant ... manufacturer ... realty board ... service clubs ... churches ... lodges ... the entire citizenry of Torrance ... ready to

FORWARD MARCH

... With steps firm and confident ... crying out optimism with every forward movement of the body. 1930 is the year ... now is the time to start ... never to our knowledge have we known of greater opportunities facing a community than face Torrance today, and the upward trend is going to depend on you, and you, and YOU. And there is just once in a lifetime to ...

HALT

And that is some time in the distant future after you have contributed your talents and unselfishly given of your time to a job that spells success and of which you and your neighbor are bound to be justly proud ... LET'S GO!

THIS INSPIRING MESSAGE CONTRIBUTED BY THE

COAST INSULATING COMPANY

500 ARLINGTON AVENUE

TORRANCE, CALIF.

TELEPHONE 585